



Sunday, September 10, 1916.

This department has entered the second stage of service to Tribune readers. Primarily it was intended merely to separate the sheep of advertising from the goats—and hang a bell on the goats. But now it goes beyond mere identification. It embraces a human nature study of the goat—pleasant or unpleasant—with advertisers of merchandise, excepting only patent medicines. The Tribune will demand \$2.00, payable in any merchandise of any Tribune advertiser. For the most important letter each month a special prize of \$50.00, payable similarly, will be awarded. Name printed or withheld—as you prefer, but must be signed or we will not know where to send the prize order. Address: The Ad-Visor, The Tribune, New York.

A LITTLE boy in Rutland, Vt., answered an advertisement which offered him a moving picture machine free. It was a subscription scheme of The Gentlewoman, and from this publication he received a number of subscription blanks and a set of vivid "typical" pictures showing lowing kine and bowls of fruit and things like that to be used as premiums. After he had obtained a few subscriptions his mother found out what he was doing. She put a stop to it.

Presently came a letter from a collection agency. A blistering letter it was, inclosing a newspaper clipping about a woman who went to jail for cheating on her house. This letter wanted \$5 from the little boy and wanted it quick.

His mother didn't send the agency the money. Instead, she sent the facts to us. And as soon as we took it up with The Gentlewoman this established publication notified the boy (and us) that his account was closed. The mother returned the money to the persons who had subscribed, sent us the pictures (which might possibly be worth 80 cents altogether, instead of \$5) and this incident in The Gentlewoman's circulation was closed.

How true to form such a publication does run! Last February this department, in discussing fake guarantees, said of the publisher of this magazine:

"Under the assurance of 'absolute safety' Mr. Thompson advertises fake drug cures, cancer cures, how to find underground treasure, fits, goitre, piles and rubber cures, piano playing taught in an hour, just about the worst collection of fraudulent and swindling 'free' offers about the world."

This circulation hold-up is of a piece with the rest of The Gentlewoman's business policy. What a charming little magazine for any home!

NO STORE transaction is satisfactory to us unless it is satisfactory to you. This business is conducted on the principle of mutual advantage. The above sentences are printed on the wrapper of a small purchase made at A. L. Namm & Son's, a Brooklyn department store, now celebrating its fortieth anniversary.

The writer, though still on the safe side of forty, well remembers A. L. Namm's as a small, dark shop, specializing in art embroidery and but little else, and almost lost among its taller neighbors. That was twenty-five years ago. Since that time four of those big Fulton Street stores have closed their doors, while the humble little embroidery shop has moved to larger quarters and has grown by leaps and bounds until the present day, when it takes its place as one of the three large department stores in Brooklyn.

This is a glowing example of the success of a business "conducted on the principle of mutual advantage."

The moral is as obvious as the example is pleasing. Yet no matter how obvious a thing may be, it takes a long time for some folks to see it. Which is what makes the study of mankind so interesting a pursuit.

WILL you please tell me in your worthy column how and why in the name of common sense can a reliable firm like the Mark Cross people guarantee their twenty-five cent (25¢) safety razor to be as good in every respect as a five dollar (\$5) razor on the market? If it proves the contrary they say they'll return the purchase price. But I fail to see how this offer makes the razor as good as a five dollar one.

Out of mere curiosity I bought one of these novelties and it lasted one day. The lever which keeps the blade in place broke while I was trying to insert the blade.

Why don't these people stop this form of guarantee if their razor is not as good as they claim? H. D. W.

This letter was referred to the Mark Cross Company and the following answer was received:

Your letter of June 12 to The Tribune has been referred to us. We should have been prepared at any time, in accordance with our guarantee, to refund to you directly upon notification the price of the razor which has proved defective, or we should have been glad to replace it, had you so desired.

The value of a safety razor is found in the edge of the blade. It has never been our wish to convince purchasers of the Mark Cross razor that the handle is anything but the simplest and best mechanism that could be made and sold for 25 cents. It is for this reason that the purchaser is given the opportunity of returning a razor that proves unsatisfactory—of which it would have been your privilege to avail yourself. We do consider that the Mark Cross blades—which sell for five cents each—are worthy of the guarantee, the purpose of which you have questioned.

Will you kindly advise us if you wish the 25 cents refunded, or a new razor handle in place of the unsatisfactory one.

Thanking you very much for having been the means of bringing this case to our attention, we are,

Yours faithfully,  
MARK CROSS COMPANY.

Once more it is proven that a merchant can't make good unless he knows that you are dissatisfied. Tell him first. If he doesn't make good, tell us. Tell us simultaneously, if you like. We are glad to know; he is entitled to know.

But that doesn't quite finish the question raised. Our correspondent makes a slight error in quoting the Cross guarantee. He says they guarantee it to be "as good in every respect as any \$5 razor on the market." What the guarantee does say is that "if not superior to any other \$5 razor the purchase price will be refunded."

The two versions are quoted to give the Mark Cross Company a perfectly fair hearing. For in their reply they say frankly that the handle is only a good 20c. product. Yet isn't the handle a part of the razor? Certainly the blade without it would be a difficult instrument to manipulate. But if it isn't a part of the razor, why not guarantee the blade alone? Either the handle or the guarantee ought to be changed.

The complete readiness to refund is praiseworthy, but a sounder product would be worthy of more praise.

ABOUT a month ago, on a Saturday afternoon, I had occasion to visit the Woodcraft headquarters, at 13 West Twenty-ninth Street. Arriving there about 2:30, I found the office closed, and, having some work to do, I decided to deliver there, I was for the moment at a loss to know how to dispose of them.

Walking up Broadway to Forty-third Street, the thought came to me that I might test the service of Weber & Heilbroner, and, entering their store, at 1505 Broadway, I approached the manager, related the circumstances of my visit to New York, and asked him if he would not send my package delivered to the Woodcraft headquarters on the following Monday morning. He asked me if I had purchased something in the store. I had not. "Oh, that's all right; certainly, we'll deliver the package," and straightaway he ordered one of the clerks to wrap the package and send it to the shipping room. I thanked him, and was about to leave the store, when a display of soft collars and a stickpin attracted my attention. I purchased the pin for \$1 and two collars for 50 cents.

Several days later I was advised by the secretary of the Woodcraft League that my woodcraft articles were delivered early Monday morning by Weber & Heilbroner's man, and were in sufficient time for the exhibition at the Colony Club.

You may be sure that such service is par-excellence, and that the house of W. & H. has won a staunch friend through its unbargaining act of kindness. W. M. M.

Under the head of "Service" come many things, and service like this to possible customers takes them out of the "possible" class and puts them in the "steady." Of such is the asset of good will. But just the same we wouldn't go around looking for stores to perform services like this if we were you. It doesn't exactly come under the head of regular retail business.

IN THE "Augusta (Ga.) Chronicle," which prides itself as being one of the oldest and most progressive papers in the South, appears every day a reading advertisement (a copy of which is enclosed herewith) of "Tanlac," which you so recently exposed in the Ad-Visor columns.

Don't you think that a paper like the "Augusta Chronicle," with its large home circulation, would be ashamed to flaunt this swindle "Tanlac" before its readers?

I spent part of my vacation in Augusta, Ga., and was amazed at the number of the intelligent white population, to say nothing of poor, ignorant negroes, who purchased this nostrum "Tanlac" chiefly because they had read of its "wonderful" curative properties in the "Chronicle." The "Augusta Herald" also carries a number of these patent medicine advertisements, and one that especially appeals to the negro is "Exelento," which makes "kinky" hair grow to twenty-inches in a short while. Of course, this fake was exposed years ago, but the poor negro still "bites" at this sort of ad.

These Augusta papers are very careful to exclude any advertisement of liquors, alcohol or beer, but do cheerfully admit Lydia Pinkham's ad. in a conspicuous place.

What's the reason?

For ways that are dark and for tricks that are vain the heathen Chinese is not alone peculiar. The mental processes of some publishers are in a class by themselves. The only charitable answer to the final question is to say that these publishers need the money. But so do a number of gentlemen whose activities bring quicker action by the courts—more's the pity!

(The next Ad-Visor will appear on Tuesday, September 12.)

## PLAGUE DELAYS COLLEGE OPENING

Columbia May Start Its Year Two Weeks Later than Usual.

WILLIAMS AND SYRACUSE ALSO ACT

U. S. Surgeons to End Work as Epidemic in City Appears to Wane.

An increase of seven in the number of new cases of infantile paralysis and a decrease of five in the number of deaths were shown in the reports of the Department of Health yesterday, as compared with the reports for Friday. The new cases were 55 and the deaths 10.

The opening of Columbia University probably will be postponed two weeks from September 27, the date originally set, because of the infantile paralysis epidemic. It was announced at the university yesterday that the members of the faculty of the postgraduate school of the university will be asked to defer their opening until after the epidemic has subsided.

The football team, it was announced, would not be affected by the expected postponement, but would start practice on September 29 as originally scheduled. Several other colleges stated yesterday that their openings had been postponed on account of the epidemic.

Among these are Syracuse University, which will not open until October 23, and Cornell University, whose opening will be on October 5. These announcements were coupled with the statement that the football teams of these institutions would begin their training at the usual time. But authorities at the schools will make special efforts to keep the players away from districts where there has been much paralysis.

Surgeons Finish This Week. Dr. Charles E. Banks, senior surgeon of the United States Public Health Service, said last night the government surgeons who have been on duty at the railroad stations and ferries in New York since the epidemic assumed serious proportions would wind up their work and return to their homes this morning.

"The necessity for the certification of travel out of New York is practically ended," said Dr. Banks, "and there now appears to be no reason why the Public Health Service should continue to look upon the prevalence of the disease as an epidemic need." The daily number of cases has not declined so rapidly as we had expected in the last week or two, but sufficiently for us to see that the end of the epidemic is at hand. Figures made public yesterday by Dr. John S. Billings, Deputy Commissioner of Health, show that the wane of the epidemic has been consistent since the week ended August 12, the high water mark, when there were 1,210 cases and 297 deaths. For the week ended August 19 there were 912 cases and 236 deaths, for the next week 826 cases and 233 deaths, for the week ended September 2 477 cases and 158 deaths, and in the week ended yesterday the decrease continued, only 251 cases and 132 deaths being reported in the five boroughs.

More Cases in Manhattan. Of the cases listed last week there were almost as many in Manhattan as in any other two boroughs together, and more than twice as many in Manhattan as there were in Brooklyn, which for many weeks has been the hotbed of the plague. Manhattan reported a total of 163 cases and 50 deaths during the week, Brooklyn 79 cases and 46 deaths, Queens 41 cases and 18 deaths, The Bronx 62 cases and 15 deaths and Richmond 6 cases and only 3 deaths.

The daily averages by boroughs were: Manhattan, 23; The Bronx, 9; Brooklyn, 11; Queens, 6; Richmond, 1. In its weekly bulletin, issued yesterday, the Department of Health lists 8,389 cases and 2,074 deaths up to September 7, distributed by boroughs as follows: Manhattan, 2,221 cases and 442 deaths; Brooklyn, 4,345 cases and 1,064 deaths; The Bronx, 515 cases and 126 deaths; Queens, 1,029 cases and 259 deaths; Richmond, 279 cases and 54 deaths.

At Willard Parker Hospital last night Dr. Abraham Zinger said he had drawn blood from the veins of several former paralysis victims. He again urged the people of New York to have their blood tested to come forward and permit a small quantity of their blood to be taken for treating the children now in the hospitals.

Offices Open To-day. The various stations and borough offices of the department will be open to-day for the purpose of drawing blood and issuing health certificates, but no lists of new cases will be given out. To-day's cases will appear in Monday's reports.

Fifty-five cases and three deaths were reported to the State Department of Health from places outside of New York City yesterday, as compared with sixty-four cases and six deaths for the preceding twenty-four hours. The deaths were reported from Hancock, Delaware County, Utica, Oneida County, and Cuyler, Cortland County. The new cases by counties were: Westchester, 8; Oswego and Suffolk, 6 each; Ulster and Cortland, 5 each; St. Lawrence, 4; Montgomery and Otsego, 3 each; Orange, Jefferson and Nassau, 2 each, and 1 each from Dutchess, Columbia, Albany, Wayne,

and Rockland.

Fifty-three new cases of paralysis were reported in New Jersey yesterday, bringing the total in that state up to 3,032. The new cases are: Ten in Newark, five in Elizabeth, four each in East Orange and Jersey City, three each in Plainfield and Logan, two each in Belleville, Bloomfield, Verona, Kearny, Trenton and Paterson, one each in Buena Vista, Burlington, Mount Laurel, Camden, Haddonfield, Wildwood Crest, Vineland, Bayonne, Secaucus, Allenhurst, Neptune Township and Salem.

22 New Cases in Connecticut. Twenty-two new cases were reported in Connecticut, making a total of 568 in the state. Among the new cases yesterday were the child of Frank E. Healy, Speaker of the State House of Representatives, and a woman, thirty-three years old, of Greenwich.

Twenty cases were reported in Massachusetts yesterday, including six in Boston. There have been 125 reported since the first of September.

The addresses at which new cases were discovered in New York yesterday are:

New Cases—Manhattan. 513 East Twelfth Street, 406 East Eighteenth Street, 405 East Fifteenth Street, 318 East Thirtieth Street, 222 First Avenue, 154 West Twenty-eighth Street, 321 East Seventy-fifth Street, 443 East Seventy-fifth Street, 340 East Forty-eighth Street, 200 East Eighty-eighth Street, 1070 Park Avenue, 220 East Eighty-ninth Street, 355 West Fifty-fifth Street, 501 West 167th Street, 1491 Amsterdam Avenue, 605 West 112th Street, 26 West Ninety-ninth Street, 72 East 116th Street, 447 East 119th Street, 312 East Ninety-third Street, 321 East 109th Street, 2042 First Avenue and 305 East Ninety-first Street.

New Cases Borough of Bronx. 178 Willis Avenue, 525 East 146th Street, 1472 Wilkins Avenue, 417 East 170th Street, 1506 Boston Road, 1054 Simpson Street, 391 East 168th Street and 1385 Clark Avenue.

New Cases Brooklyn. 84 South Ninth Street, 279 Lorimer Street, 275 Humboldt Street, 68 Gerry Street, 429 Eleventh Street, 1298 De Kalb Avenue, 126 Suydam Street, 64 Malta Street, 1997 Douglass Street, 1903 Sixty-sixth Street, 1135 Seventy-fourth Street, 5304 Seventh Avenue, 107 Gravesend Avenue and 773 Flatbush Avenue.

New Cases—Queens. 289 Crescent Street, Long Island City; 346 Eighth Avenue, Astoria; 559 Woodward Avenue, Ridgewood; 61 and 62 Cumber Street, Jamaica; 442 Gerrard Avenue, Woodhaven; 8 South Division Avenue, Rockaway Beach; 29 North Chase Street, Rockaway Beach; 9 Beach Ninety-ninth Street, Rockaway Beach, and 142 Flisk Avenue, Windfield.

LEGAL NOTICE.

STATE OF NEW YORK—OFFICE OF THE SECRETARY OF STATE, SS. I, the undersigned, do hereby certify that the trademark "GABRIEL" of Swan & Finch Company, was this day placed on file in the Office of the Secretary of State, in accordance with the provisions of the laws of said Company, which are located at No. 145 Broadway, Borough of Manhattan, City and State of New York.

WITNESS my hand and the seal of the Office of the Secretary of State at the City of Albany, this thirtieth day of August, one thousand nine hundred and sixteen.

W. W. TAFT, Second Deputy Secretary of State.

## INFANTILE PARALYSIS IN ALL BOROUGHES

Borough.	New Cases.	Deaths.
Manhattan...	23	8
The Bronx...	6	1
Brooklyn...	11	3
Queens...	7	2
Richmond...	1	1
Totals...	48	15
Total deaths to date, 8,492.		
Total deaths to date, 2,100.		

Madison, Delaware, Oneida, Sullivan and Rockland.

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## COLUMBIA PLANS MANY LECTURES

Coming Events To Be a Feature of Season's Popular Course.

WILL INCLUDE 250 MUSICAL RECITALS

Professors from Fifteen Colleges and Universities Will Be Heard.

Lectures on art, literature, music, science and current events, with the changing scenes of politics and international relations, have been planned by the Institute of Arts and Sciences of Columbia University, a part of the extension teaching department. An elaborate schedule of popular lectures has been arranged to reach those who desire to obtain in the late afternoon and evening a knowledge of the affairs of the day and add to their general education.

There is to be a series of musical recitals, numbering more than 250. The series will open on October 16 and continue until May. The lectures are drawn from the faculty of Columbia University and fourteen other colleges and universities of the United States, South America and Europe.

Dr. Alexander Meiklejohn, president of Amherst College, will deliver the opening lecture on October 16. His subject will be "Americanism," but it is stated that he will not touch on contentious political questions.

Topics of Lectures.

Lectures are divided into main groups, including art and architecture, current events, the Forum household arts, literature and drama, dramatic recitals, music, history, philosophy and social science, science, travel and departmental lectures, under the direction of the Columbia University department of French, psychology, agriculture and highway engineering.

A course which has attracted a large attendance in the past is that on "Current Events," by Professor William Starr Myers, of Princeton University, who includes in his discussion economics, politics, diplomacy and international law, with particular regard for the problem of the United States as a world power.

Among prominent foreigners who will lecture are Jules Bois, whose subject is "French Culture"; Professor Ernesto Quesada, of the University of Buenos Aires, who will lecture on "The Social Organization of the Argentine Republic"; S. K. Ratcliffe, of "The Manchester Guardian," on "Makers of English Life and Thought"; and Louis U. Wilkinson, of Oxford, whose subject is "The Evolution of Modern Reform in England." Discussion is especially invited at the

forum meetings on "The New Prison System" will give education. Thomas Mott Osborne will be one of the speakers of the prison forum, the others being William H. Wadham, judge of the Court of Special Sessions, of New York; E. Stagg Whitin, chairman of the executive council of the National Committee on Prisons, and Dr. Charles F. Stokes.

Morris Hillquit will deliver one of the lectures in the forum series on "Socialism and the European War," and Professor William R. Shepherd will tell of a hundred years of development in inter-American association in four lectures on "Pan-American, Old and New."

The list is plaintiffs, singers and ensemble players who will give recitals and illustrate the lectures on music includes players familiar to the concert-going public. Mr. and Mrs. David Mannes and Messrs. Gaston and Edouard Dettmer will give recitals for violin and piano. Miss Ethel Leginska is to give a piano recital, and there are to be numerous folksong recitals, ensemble concerts and quartet and trio performances by such well known players as the Margulies Trio and a quintet of the New York Chamber Music Society. Folk-songs of Scotland, Ireland and Germany, primitive music and language, songs and legends of the sea, are among the subjects which will be illustrated with voice and instrumental accompaniment.

A feature of the lectures are oral book reviews delivered by literary editors, dramatic recitals and discussions of the modern drama by professors of literature and dramatic critics, accounts of current events in the theatre, lectures on household economics and chemistry, and courses of lectures on historical and social subjects.

Commenting on its work, the latest report of the institute says: "Three years ago the Institute of Arts and Sciences as a division of the university was an untried experiment. There was grave doubt on the one hand as to whether such a system of popular lectures on a subscription basis would receive adequate support in New York City, which already offered so many lectures and also the best in the field of drama and music. There was doubt, on the other hand, as to how far the university could undertake the popularization of knowledge without detracting from or interfering with the regular academic work and standards."

"These fears, happily, have not been confirmed. Rather the gratifying fact has stood out that the institute has discovered for the university a constituency of earnest, thoughtful people who are ready to receive eagerly and sympathetically and in surprisingly large numbers, not as dilettante, but as serious students, the best the university has to offer them."

DE COPPET ESTATE FIXED AT \$1,561,246

Music Patron and Broker Held Stocks Worth \$707,475.

Edward J. De Coppet, famous patron of music and founder of the Flonzaley Quartet, who died April 30 last, left an estate officially appraised at \$1,561,246. De Coppet, his son, was the sole beneficiary under the will. Mrs. Pauline De Coppet, his wife, received her dower interest, amounting to \$12,707, in the real estate left by her husband.

Mr. De Coppet, who was a member of the Stock Exchange firm of De Coppet & Doremus, held stocks and bonds valued at \$707,475 at the time of his death. His interest in the firm of De Coppet & Doremus was appraised at \$583,241. The good will of the firm was not appraised, as the right to the use of the firm name passed to the surviving partners.

DEATH RECORD.

12-40-1845 5th av. Max Rosenberg, slight fever, died Sept. 9, 1916, aged 71.

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## GETS BACK \$1,250; SAYS 'THANK YOU'

Bankroll Found on "L" Seat Is Returned to Owner.

There is one woman in New York who evidently possesses not a trace of the proverbial feminine curiosity. Last Tuesday she shoved an insignificant looking small package through the window of the City Hall station of the Third Avenue "L" as she purchased a ticket.

"Here's a little bundle I picked up in an elevated train over in Brooklyn," she said. "I guess it don't amount to much, but some one may call for it."

As she hurried for a train, J. A. Manifold, ticket agent, tossed it over among the pile of umbrellas, handkerchiefs, gloves and other lost articles, and later sent them all to the lost and found department, at 820 Eighth Avenue.

When W. J. O'Connor, general storekeeper of the Interborough, opened the soiled little package he gasped, rubbed his eyes and took a second look. It contained a roll